

In the Specification:

Please amend the specification as follows:

Please replace paragraph [0027] with the following amended paragraph:

[0027] The present invention relates to methods and system for
5 distributing image capture devices, such as cameras, and images,
including digital images and prints. One embodiment of the present
invention (the system which is shown in Figure 13) advantageously
provides cameras **5**, such as digital cameras or film cameras, to
consumers **10** for free or at a reduced or discounted cost. A retail camera
10 provider **15**, a camera kiosk **20**, an image print
house/developer/photofinisher **25**, print order taker **50**, a camera
manufacturer **30** or other entity (hereinafter referred to as camera
provider) may provide the camera **5**. The consumer **10** is in
communication with the camera providers through ~~a contractual interface~~
15 **13 an electronic network 40**. The ~~contractual interface~~ **13 an electronic**
network 40 provides a communication channel through which one of the
camera providers that is communicating with the consumer **10** offers the
camera **5** free or at a reduced or discounted cost for a commitment that a
certain number of image reproduction or prints **35** are to be purchased by
20 the consumer **10** and/or by others associated with the consumer **10**.

Please replace paragraph [0027.1] with the following amended paragraph:

[0027.1] The contract may be generated as a face to face encounter
between the consumer **10** and the retail camera provider **15**. The contract
may generated as a be a toll free telephone conversation between the
consumer **10** and a fulfillment house or telecommunications operator that
5 is under the auspices of the retail camera provider **15**, the print order
taker, **50**, the camera manufacturer or the print house **25**. The
conversation may be over an electronic network **40** such as a global digital
communication system (internet). The contract could result from a form
filled out in a kiosk made available by the camera provider. Additionally,
10 the contract could be generated through a catalog or a direct mailing.
These are examples of some of the ways that one could generate the
contract between the consumer **10** and the camera provider.

Please replace paragraph [0027.2] with the following amended paragraph:

[0027.2] The consumer **10** makes a commitment to purchase a certain
15 number of image reproduction or prints **35** for which the camera provider
commits to the give the camera **5** for free or to sell of the camera **5**
reduced or at a discounted cost. A contract **12** is created and the camera
is transferred from the camera provider to the consumer **10** through the
contractual interface **13**. The contract **12** may define the period during
20 which the reprints must be purchased and allow persons associated with
the consumer eg. friends or family **10** to also purchase reprints and
receive credit under the commitment.

Please replace paragraph [0028] with the following amended paragraph:

[0028] In one embodiment, a consumer **10** is provided with a digital camera **5** at a discounted price in exchange for a commitment to purchase a certain number of prints **35** or otherwise spend a certain amount of money with the camera provider, where the discount may range up to 100% of the camera price, so that the camera is "free." The contract **12** as created through the contractual interface ~~13~~ between the consumer **10** and the camera provider may include a commitment to purchase the prints over a predetermined amount of time. The discount may be increased in exchange for a commitment **12** to buy an increased number of prints **35**. Thus, for example, if a large enough commitment is made, the camera **5** may be given to the consumer **10** with no up-front payment.

Please replace paragraph [0033] with the following amended paragraph:

[0033] In one embodiment, the consumer can specify which print house or vendor **25** should be used to provide the prints **35**. Optionally, the print house **25** selection may be restricted to those listed by the camera provider and defined within the contract **12** as created through the contractual interface ~~13~~ between the consumer **10** and the camera provider. A discount for prints may be offered when the consumer **10** selects certain designated or eligible print houses **25**. In one embodiment,

the consumer **10** may elect, by activating an appropriate Web page link or the like in communication with a consumer's personal computer **45** through the network **40**, to have the print order taker **50** select the print house **25** which will result in the lowest cost per print. Further, for an additional fee, the consumer **10** may optionally select a print house **25** not listed by the camera provider **15**. The additional fee may be a fiat fee for an entire order and/or a fee per print ordered.

Please replace paragraph [0050] with the following amended paragraph:

[0050] To further ensure that the consumer meets his or her commitment as defined in the contract **12** to order a certain number of reproductions, the consumer may be required to provide ~~through the contractual interface~~ **13** a credit card and/or to provide authorization to charge the credit card or other financial instrument associated with the consumer a selected amount should the consumer fail to fulfill the commitment, before providing the camera **5**. Alternatively, the consumer may optionally prepay the cost of the committed to reproductions. Thus, for example, if the consumer has agreed to purchase 500 prints within a year at a cost of 30¢ a print, the consumer can prepay \$150, and so does not have to be concerned about meeting any order commitments **12**.

Please replace paragraph [0054] with the following amended paragraph:

[0054] In addition, to help subsidize the cost of the camera **5** and/or prints **35** to consumers **10** and to increase the income to the image reproduction companies **25**, camera provider **15**, and/or other related entities **20**, advertising supplied by an advertising provider **60**, such as promotional offers or discount coupons, may be provided with prints **35** or other forms of image reproduction delivered to consumers **10**. The advertising provider **60** is in communication with the consumer database **27** to determine appropriate advertisements to be delivered to the consumer **10**. The advertising may be printed on the image reproduction, such as on the front or back of prints or on a border around the image reproduction, or may be otherwise associated or attached on the image reproduction. For example, in one embodiment, an advertisement or coupon may be provided as a tear-off or otherwise separable attachment to a hard copy print **35**. If the image reproduction is printed on an item of clothing, such as a tee shirt, or on a cup, a corresponding advertisement may likewise be printed on the clothing or cup. For electronic images viewable on a networked display, the advertisements or coupons may include a link to the Web site of the sponsor of the advertisement or coupon. The advertisement may be animated to further call viewers' attention to the advertisement.

Please replace paragraph [0064] with the following amended paragraph:

[0064] When the consumer **10** is in electronic communication with one of the camera providers through ~~the contractual interface **13**~~ the electronic network **40** for the offering of the camera **5** and the commitment of the consumer **10** for the purchase of the requisite number of image reproduction or prints **35** to create the contract **12**, the consumer **10** creates provides certain user information **14** that establishes a user profile. During the sign up process ~~through the contractual interface **13**~~ and throughout the use of the camera **5** and orders of reproductions by the consumer **10**, a consumer profile is built up and transferred to a customer database **27**. The user information **14** that is used create the consumer profile as retained by the customer database **27** advantageously may include one or more of the following:

1. Name.
2. Customer identification code.
3. Mailing Address.
4. Billing Address.
5. E-mail address.
6. Other contact information (phone numbers, fax numbers, etc.).
7. Billing information, including credit card information.

8. Preferred printing portal vendors or photofinisher.
9. Reprint / enlargement size preference.
10. Reprint / enlargement size preference finish (glossy, matte, etc.) preference.
- 5 11. Camera brand, type, and specifications.
12. Internet service type and connection speed.
13. Contract data: picture development and reproduction counters, number of prints remaining to meet contract commitment.
- 10 14. Security settings, unlocking keys, activation code.
15. Usage pattern information.

Please replace paragraph [0068] with the following amended paragraph:

[0068] Additionally, contract data as generated by the contractual interface ~~13~~ for the contract **12**, including picture development and reproduction counters used to track reproduction purchases from the consumer **10** as well from others purchasing reprints of the images from the customer, is stored within the customer database **27** as part of the profile and updated as needed. The number of prints remaining to meet the contract commitment is further tracked and updated as purchases of reproductions

are made. Security settings, unlocking keys or codes, and camera activation codes are stored as well. Usage pattern information, which track camera usage information and print order patterns, may be included in the profile as well. The content and use of such usage pattern information is discussed in greater detail below.

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